



Executive Summary

Innovative founder and publishing trailblazer with 26 years of experience leading an award-winning digital media company. Expert in creating high-impact online campaigns, building strong editorial and sales teams, and managing the comprehensive operations that resulted in consistent annual revenue of up to \$3 million. Proven ability to drive growth, foster innovation and lead in a competitive industry through a focus on quality content, advertising sales and cutting-edge transformative digital services.

Skills

- Business development
- Media relations
- Public relations
- Journalism / content creation
- Editorial oversight
- Advertising and media buying
- Social media strategy
- Investor relations
- Multimedia production / editing
- Podcast production / marketing
- Graphic/UX/UI design and testing
- Web development / app development
- Project management
- Event creation / management
- Public emcee

PUBLISHER.
FOUNDER.
STRATEGIST.

 Milwaukee, Wisconsin
 (414) 305-3193
 andy.tarnoff@gmail.com
 andytarnoff.com

Professional Experience

OnMilwaukee.com
Milwaukee, Wis.
April 1998-August 2024

Founder, President and Publisher

Key Achievements

- Founded and scaled a hyper-local digital media company with an editorial, development, sales and creative team to serve the needs of local businesses and organizations.
- Opened the digital market years ahead of competition, overcoming client/reader concerns about online media viability through a combination of techniques, including grass-roots marketing and a startup mentality.
- Led all aspects of company operations, including strategy, business development, content creation and sales, resulting in annual revenues up to \$3 million.
- Secured multiple rounds of angel/bank investment, totaling approximately \$750,000.
- Developed, recruited and retained top-tier talent.
- Developed and executed annual strategic and tactical plans.
- Created and implemented thousands of successful, traditional and custom digital media campaigns – driving engagement and ROI for clients through targeted content and strategic advertising placements.
- Spearheaded the design, development and maintenance of client websites, offering a full suite of services from graphic/web design to SEM, ensuring optimal functionality and brand alignment.
- Built and managed a high-performing sales team (programmatic, sponsorship, first-party data) that sold

Professional Affiliations and Honors

- U.S. State Department (Institute of International Education) lecturer to visiting journalists
- Closed-media visit and private one-on-one tour with President George W. Bush
- Congregation Sinai Board of Trustees
- Host and Creator - Deep Dive Podcast Network
- Guest lecturer and speaker, TV and radio guest
- CEOs Against Cancer, American Cancer Society
- Big Wig, Susan G. Komen
- Public Relations Society of America, "Meet the Media"
- Emcee, Safe & Sound "Building Neighborhood Bridges" program

Websites and Social Links

Portfolio:
andytarnoff.com

Deep Dive Podcast Network:
youtube.com/@DeepDivePodcastNetwork

Published Work:
onmilwaukee.com/by/andytarnoff

LinkedIn:
linkedin.com/in/andy-tarnoff

sophisticated digital advertising packages, increasing revenue growth year-over-year and expanding client base.

- Directed a team of up to 20 employees and freelancers who produced award-winning content that consistently attracted, grew and retained a loyal audience.
- Recognized with 12 national Editor & Publisher EPPY awards for excellence in local content creation, business innovation and digital media campaigns.
- Oversaw budget management, financial planning and forecasting, ensuring profitability and sustainability in a fast-changing digital landscape.
- Drove company-wide initiatives to pivot and embrace emerging technologies and digital trends, ensuring the firm stayed ahead of industry shifts and client demands.
- Built long-term relationships with local, regional and national businesses, non-profits, media, community leaders and organizations, positioning the company as a trusted partner in digital marketing and publishing.

Additional Experience

- Creative Media Works, LLC (Owner)
- The Walter Group (Public Relations Specialist)
- Cramer-Krasselt (Assistant Account Executive)
- The White House Office of Communications (Writer)
- Book editor ("Rush To Judgment: The Unfiltered Story Of Steven Avery," "Six Minutes in August: A Story of Tragedy, Healing and Community," "Urban Spelunking")
- Business development consultant, tactician

Education

- The George Washington University, Washington, D.C. – BA - Elliott School of International Affairs
- Writing intern, White House office of Communications – Presidential Letters & Messages
- Associate Editor, The GW Hatchet
- Editorial assistant, The Dallas Morning News - Washington Bureau